Note for Abbruscato, Camille

From: Washer, Nancy

Date: Tue, Feb 22, 1994 11:09 AM

Subject: ALPINE BIGIF-March

To: Kiernan, Jeanne

Cc: Abbruscato, Camille

Jeanne,
The 20-deal set/sell has had 1,194 kits ordered out of 2,544 allocated, a 46.9% utilization. 6.7% went to distributors, 91% direct to retail and 2.3% to other.Region 2 used 38.5% of their allocation, region 4 used 56.3% of their allocation.

The 12-deal suction cup has had 1,677 kits ordered out of 3,816 allocated, a 43.9% utilization. 3.8% went to distributors, .4% went to depots and 93.8% direct to retail, with 2.0% to other. Region 2 used 36% of their allocation and region 4 use 52.7% of theirs.

These are high numbers for direct to retail for a product promotion
which is good, you save money on distributor payments to assemble displays.

Nancy.

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Source: https://www.industrydocuments.ucsf.edu/docs/ljcy0004